LISTING OF CLAIMS

1.   (Cancelled).

2.   (Cancelled).

3.   (Cancelled).

4.   (Cancelled).

5.   (Cancelled).

6.   (Cancelled)

7.   (Cancelled).

8.   (Cancelled).

9.   (Currently Amended) A<u>n article comprising a computer readable medium having</u>

<u>computer program code executable by a computer</u> ~~computer system programmed with~~

<u>comprising</u> a set of instructions for assessing institutional food service needs on a <u>university</u>

campus according to the following steps:

      a)   ~~gathering information concerning~~ <u>processing data regarding</u> at least one of :

        1)   campus geography <u>comprising one or more of: location of buildings,</u>

<u>roads, landscape features, traffic patterns, travel time between buildings, and obstacles or</u>

<u>impediments to travel</u>;

        2)   campus architecture <u>comprising one or more of: use, location, attendance</u>

<u>rates, and schedule of each building</u>;

        3)   population <u>comprising one or more of: location, time, purpose, and</u>

<u>schedules of individuals</u>;

4)   food service preferences and desires <u>comprising one or more of: dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences</u>; <u>and</u>

5)   existing services <u>comprising one or more of location of services, on-campus services, off-campus services, satisfaction, and type of services</u>;

b)   defining a plurality of target market units, and optionally sub-units, based upon information gathered;

c)   defining a plurality of day-parts based on traditional meal-times, optionally modified by information gathered; and

d)   for each target market unit at each day-part:

1)   assessing the needs <u>preferences</u> of the population therein,

2)   identifying each need not met by current services as an opportunity,

3)   correlating each opportunity to an available service wherein the scope and objective of each service is determined, and

4)   reporting each correlated available service as a recommended service.

10.   (Cancelled).

11.   (Cancelled).

12.   (Cancelled).

13.   (Cancelled).

14.   (Cancelled)

15.   (Currently Amended) A computer system for managing a university food service system comprising:

a database; and

a computer programmed to optimize the university food service system based on responses to surveys of patrons and potential patrons,

the database including records of facilities, staff, menu options, times of services, university calendar, and the responses comprising patron and potential patron preferences, wherein the computer system generates schedules of menu items, staff, and service times, prices for each dining facility by maximizing a common thread between the different groups.